

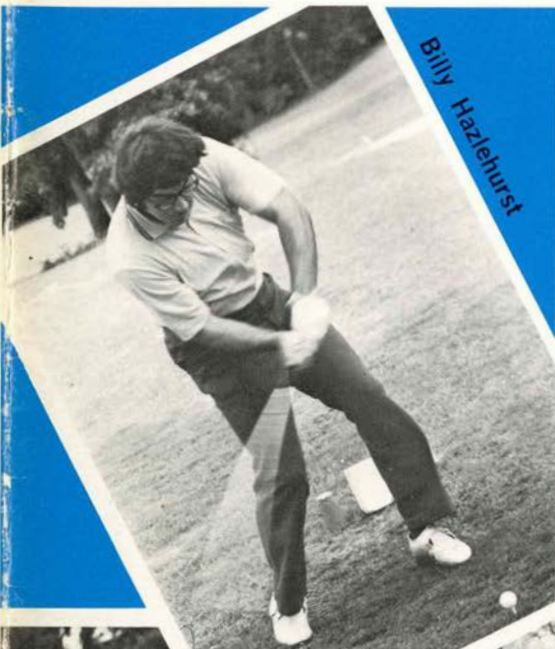
Profile

of BLUE CROSS & BLUE SHIELD of FLORIDA

June, 1975

In this Issue:

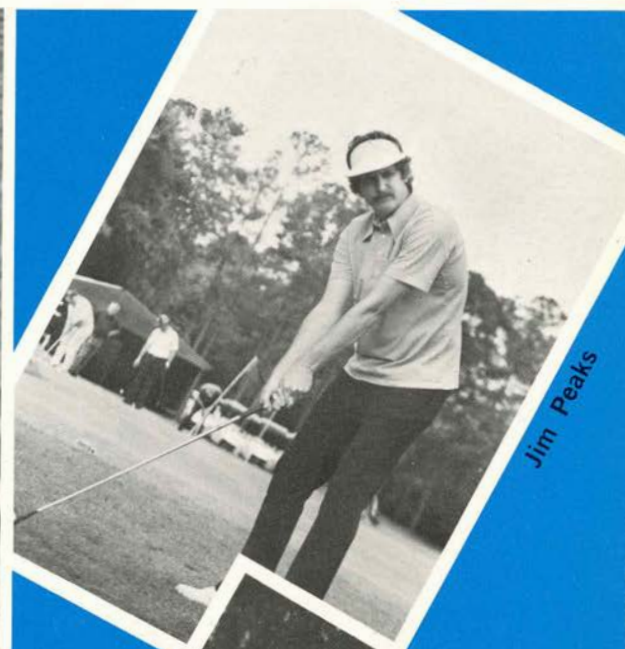
*Job Posting Helps You
Three New Blue Shield Board Members
Credit Union to Pay Quarterly*



Billy Hazlehurst



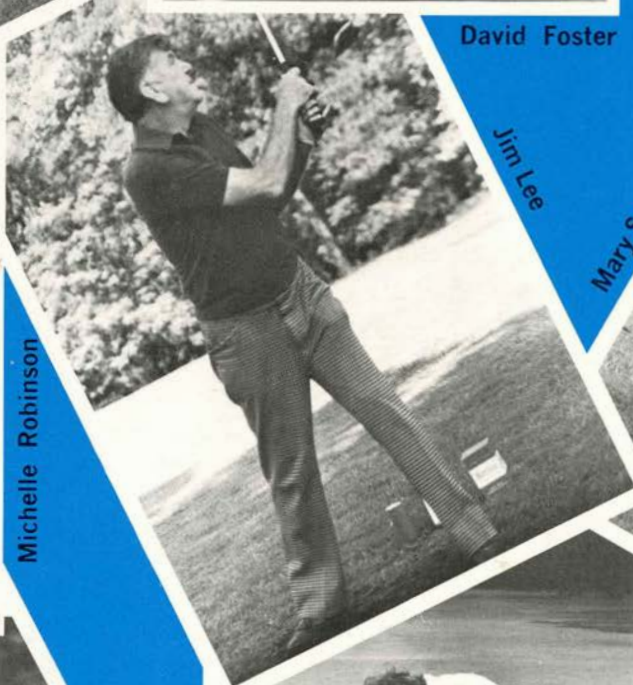
David Foster



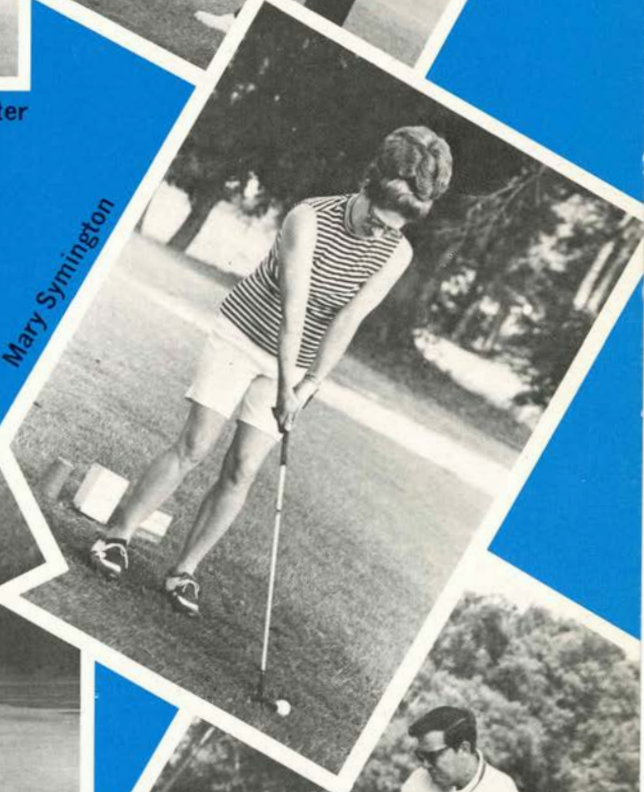
Jim Peaks



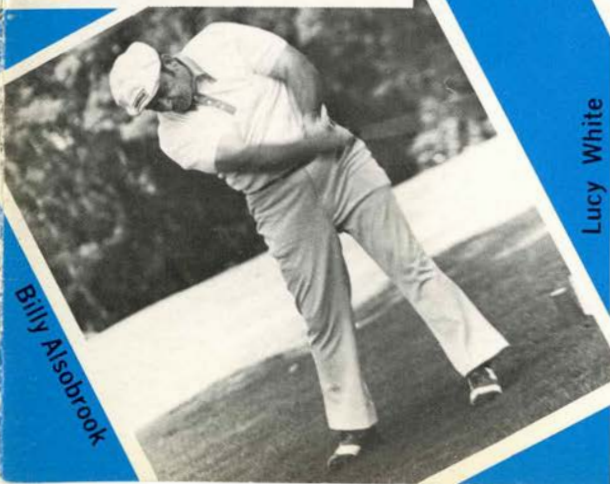
Michelle Robinson



Jim Lee



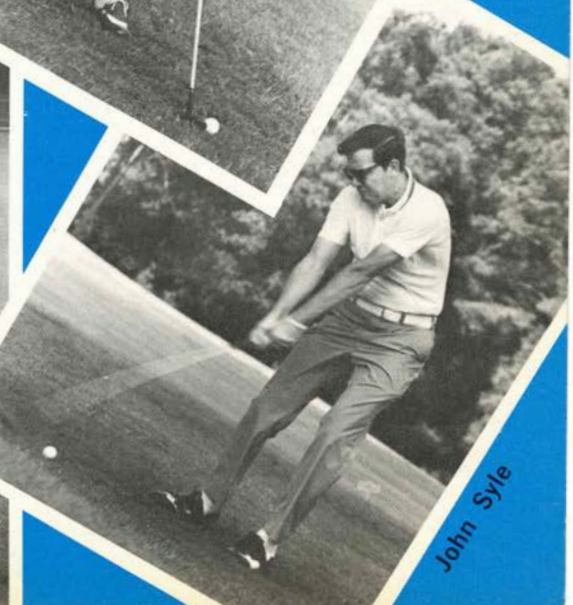
Mary Symington



Lucy White



Billy Alsbrook



John Syle

Profile

Vol. 7, No. 12

June, 1975

Published monthly for the employees,
their families, and friends of



Blue Cross
of Florida



Blue Shield
of Florida

532 Riverside Avenue
Jacksonville, Florida 32202

EDITOR
Carole Utley

REPORTERS

SOUTH BUILDING

- | | |
|-------------------|---------------------|
| 1 Sharon Warren | 16 Marianne Nielsen |
| 1 Jett Folds | 17 Cindy Hutchinson |
| 1 Pat Ross | 18 Jane Williams |
| 3 Bonnie Godbold | 18 Rose Sluder |
| 3 Sandy Armstrong | 18 Debbie Joseph |
| 4 Melissa Day | 19 Eartha Little |
| 4 Martha Poplin | 20 Judy Schneider |

CHELSEA BUILDING

Amy Jenney

NORTH BUILDING

- 2 Janice Schoonover

MAIN BUILDING

- | | |
|---------------------|---------------------|
| 10 Tina Henault | 1 Carol Whiting |
| 10 Sandra Jackson | 2 JoAnne Whittemore |
| 10 Helen Keene | 3 Robbie Leggett |
| 11 Robert Mobley | 4 Darlene Brown |
| 11 Kathi Jaschke | 5 Yvonne Daniels |
| 12 Janet DeLoach | 6 Violet Williams |
| 12 Mary Terbrueggen | 7 Sandy Osteen |
| 13 Sandi Wilson | 8 Roxanne Godwin |
| 13 Sharon Kinnison | 9 Ruby DuBose |
| 14 Martha Hewlett | 10 Rochelle Dryden |
| 15 Sam Watson | |

Kenny Godbold . . Mail Operations Distribution

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Northeast Florida Business
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Business Communicators

We are an Equal Opportunity Employer

Blue Cross Association

National Association of Blue Shield Plans



Golf tournament winner, Jim Peaks, with the low gross score of 76 is seated on the left. Jimmy Kelly, seated at right, won first place for low net score and a smaller trophy for the longest drive. Standing, from left, are Jeff Clyatt, second place low gross score; Bob Schmuhl, second place low net score; and John Lendman, longest putt. John Slye, pictured on cover, won a trophy for the ball closest to the pin.

About the cover...

Jim Peaks, Operations Analyst in Operations Support, has won his second consecutive golf tournament, shooting the low gross score of 76. Jeff Clyatt finished with an 81.

First low net score of 72 was turned in by Jimmy Kelly who also won a trophy for the longest drive. Bob Schmuhl was one stroke behind Jimmy with a 73 for second low net honors. A trophy went to John Lendman for the longest putt, and John Slye won a trophy for the ball closest to the pin.

The tournament was sponsored by the Employees Club which furnished seven trophies and refreshments. There were 107 employees who participated in the competition held on Saturday, May 17 at the Hyde Park Golf Course. This was the second tournament of the year with Jim Peaks also winning the Early Bird tournament played on March 8 at Amelia Island.

JOB POSTING JOB POSTING JOB POSTING

How The Program Can Help You

One of the "benefits" available to Blue Cross and Blue Shield employees is our Job Posting Program. Through this program, employees have the opportunity to advance depending on their ability, skill, and initiative. The following policies and procedures will help you to have a complete understanding of the eligibility requirements and program procedures for the Job Posting Program as set forth by the corporation.

The general policy of the organization is to promote from within the corporation whenever possible and to ensure that all employees — regardless of race, sex, age, or national origin — have an equal opportunity to apply and be considered for positions. In order to be eligible for participation in the Job Posting Program, an employee must have six months service with the company and three months on the current job. Employees are eligible to apply for only one position at a time. Employees placed on probation are not eligible to participate in the Job Posting Program.

Procedures for the posting of job notices are handled by the Employment Department. Job posting notices are prepared from the job description information on the employment requisitions submitted. The notices for the job postings will be placed on the bulletin boards within 24 hours after receipt of the approved employment requisition from the Compensation Department. This information will be posted for a period of three working days. Employees must submit an Internal Application on or before the expiration date shown on the posting. A receipt will be issued to each applicant sub-

mitting an Internal Application. Field Office applicants should call the Employment Department following up with an Internal Application. An applicant under consideration for one posted position cannot apply for another unless he withdraws the original application and applies for the other position.

A preliminary review of qualifications of employees submitting Internal Applications is conducted by the Employment Department. An appraisal of the applicant's qualifications is compared to the job specifications and a review of the applicant's employment record with special attention to performance reviews, attendance and probationary status is made prior to discussing the qualified applicants with the Department Manager.

The Manager of the department with the open position will advise Employment of the most qualified candidates he has selected to interview. When a decision is reached, the requesting Manager will advise the successful candidate and the Employment Department of his choice. The successful candidate's Manager will be advised of the selection by the Employment Department and the transfer date and other pertinent matters relative to the change will be negotiated. With a change of Employment status in the form of a promotion, the effective date will be on a Monday approximately two weeks after notification. A change of status in the form of a lateral transfer will be the same with the exception that the losing department can retain the employee for four weeks when the Manager of the losing department deems it necessary.



Three New Board Members Elected, Four Re-elected At Blue Shield Annual Meeting

Joseph G. Matthews, M. D., Orlando, was re-elected for his second term as Chairman of the Board at the 30th Blue Shield Annual Meeting of active members held in Bal Harbour on April 24. **Arthur W. Saarinen** was elected Vice Chairman of the Board.

Three new members were elected to the Board: **Raymond J. Fitzpatrick**, M. D., Gainesville, for three years; **William M. Howard**, Ph.D., Gainesville, for three years; and **Robert T. Besserer**, Sanford, for the one year term filled by a Blue Cross Board Member/Hospital Administrator.

Dr. Fitzpatrick was elected Physician at Large. He has practiced Urology in Gainesville since 1953 and received his B.S. degree from Fordham University and his medical degree from Columbia University. A surgical internship was spent at Bellview Hospital, New York City, prior to three years in the Army Medical Corps in World War II. Dr. Fitzpatrick is a Diplomate of the American Board of Urology and a Fellow of the American College of Surgeons, of the International College of Surgeons and the Southeastern Surgical Congress. He is Past President of the Alachua County Medical Society, and of the state chapter of the International College of Surgeons, and is now serving as Secretary-Treasurer of the Florida Urological Society. For more than a decade he was a member of the FMA Advisory Committee to Blue Shield and Fiscal Intermediaries (Committee of 17) and was Chairman of that committee for four years.

Dr. Howard was elected as a layman from Medical District "A" of the Florida Medical Association. He is Professor of Finance and Insurance at the University of Florida where he has served on the faculty of the College of Business Administration since 1955. He is a native of Wisconsin and received a Ph.D. in Economics from the University of Wisconsin in 1951. Prior to coming to the University of Florida, he taught at Texas

A&M College and the University of Idaho. He teaches courses in Principles of Risk and Insurance, Health Insurance, and Estate Planning. He is the author of a book, "Cases On Risk Management", and has written a number of articles on subjects in the area of Finance and Insurance. Dr. Howard is a Member of the American Academy of Actuaries and is a consultant.

Mr. Besserer was elected for a one-year term on the Blue Shield Board to be filled by a Hospital Administrator and Blue Cross Board member. He has been Administrator of Seminole Memorial Hospital, Sanford, since 1961. He was born in Sodus, New York and graduated from the University of Florida in 1938. He attained the rank of Major, U. S. Army, M.S.C., in which he served from 1941-45. Mr. Besserer was Administrator of the following hospitals: Nashville General Hospital, 1953-58; Winter Haven Hospital, 1948-53; and Fort Pierce Memorial Hospital, 1946-47. He was Assistant Administrator at Orange Memorial Hospital, Orlando, 1945-46. He served on the Board of Directors of Florida Blue Cross from 1949-53, and was its Vice President from 1952-53. He is a member of the American College of Hospital Administrators and is President of the Southeastern Hospital Conference.

The following physicians were re-elected to the Board for three years each: **James L. Borland, Jr.**, M.D., Jacksonville, Medical District "A"; **David A. Giordano**, M. D., Sarasota, Medical District "B"; and **Andre S. Capi**, M. D., Pompano Beach, Medical District "C". **John A. Turner**, Lakeland, Medical District "B" was re-elected as a layman for three years.

The new Executive Committee consists of **Charles K. Donegan**, M. D. and **B. G. Smith**, both new members; **Walter C. Jones, III**, M.D., **Joseph G. Matthews**, M.D.; **Thomas E. McKell**, M. D.; **Arthur W. Saarinen**; and **James W. Walker**, M. D.



George S. Lewis, Vice President of Physician Affairs, is shown with Blue Shield of Florida's display at the annual FMA convention.



The mini-computer.

Mini - Computer, Physician's Manual Featured at 1975 FMA Convention

The Florida Blue Shield Plan's display at the annual 1975 Florida Medical Association Convention in Bal Harbour this year featured the double theme of automated claims filing and the advantages of physicians using procedure codes to file their claims.

A mini-computer, specially designed for automated claims filing, was demonstrated to doctors throughout the four-day convention. The new Blue Shield of Florida Physician's Manual, which contains a complete section on procedure codes, was displayed and physicians were urged to obtain their free copy if they had not already done so. The mini-computer, billed as simple to operate, quiet, and enabling the physician's office to do away with Blue Shield DSR claim forms, is directly linked to our computers from the physician's office. This can reduce the time a claim now takes before our computer begins to process it. The mini-computer also will edit information as it is entered, reducing errors. When our computers receive the information from the doctor's office, the information is edited again, and incorrect

information reported back immediately to the doctor's office. Physicians interested in obtaining a mini-computer are contacted by our EDP Planning Department, where further demonstrations are given, training offered and lease arrangements for the machine are made if a physician decides to have one installed in his office. Thirty-two of the machines have now been installed in physicians' offices.

The new Blue Shield of Florida Physician's Manual, already in the hands of about 75% of the state's physicians, enables doctors' offices to have an up-to-date listing of procedure codes for use in claim filing. The five digit procedure codes can be used instead of written descriptions of services. The paperwork is thereby substantially eased in the doctor's office, as well as enabling Blue Shield of Florida to process the claim faster and more accurately. (Procedure codes can be used for all programs administered by Blue Shield — Basic Blue Shield Claims, the FEP Program, CHAMPUS, and Medicare B.)

EEO-AAP "THANK YOU" Luncheon Held



A special "thank you" luncheon was given on April 11 for 53 employees for their dedication to the 1974 EEO—AAP reporting. The luncheon was held on the 20th floor for these employees below the Director level who worked a minimum of 180 hours on the project and/or were Divisional EEO Coordinators.

Seated at the head table, from left, are Bob Schumacher, Project Director; Eugene O'Brien; J. W. Herbert; John Slye; W. J. Stansell; and Jesse Grover, EEO/Employee Relations Director.

GOOD NEWS!!

Credit Union Reports **INTERESTING** Change

The Board of Directors of the Blue Cross and Blue Shield Employees Credit Union has voted to pay **quarterly** dividends beginning in October on third quarter savings. That is, the 6% dividend will be posted in October based on employees' savings as of September 30, 1975.

After the semi-annual dividend of 6% is posted on July 1, 1975 for the first 6 months, the Credit Union will pay quarterly dividends compounded beginning September 30, 1975 to be posted to your account October 1, 1975.

This is the first quarterly dividend to be paid in the

21-year history of the Credit Union which just began paying semi-annual dividends in July, 1973.

The Board, made up of President Tom Kates, First Vice President Jack Masters, Second Vice President Kay Batie, Secretary Mabel Fleming and Treasurer Betty Collins, accepted the new proposal made by Credit Union Manager Frances Stewart based on interest received from investments and loans made to members.

This is the seventh consecutive year the Credit Union has paid a 6% dividend. According to Mrs. Stewart, "Our assets as of March 31, 1975 total \$1,129,162.00, a sign of our continuing growth and progress".

Pensacola Branch Moves To New Headquarters



The Pensacola staff, from left, includes Pam Marucci, Dot Smith, Mike Coupe', Bill Jones, Sondra Shively, Wanda Lastinger, and Breeta Smith.

The Pensacola branch, under Northern Regional Manager, Art Lentz, and Branch Manager, Bill Miller, recently moved into a new office in the Madrid Building located at 880 Reus Street, an old rural neighborhood of Pensacola. Many of the old houses in the area are being refurnished and renovated for use as professional offices.

After three years in the old office it was felt that more space was needed to accommodate additional personnel to handle the increase of walk-ins and telephone traffic, made up primarily of Federal Employee Program subscribers.

The new office is 1,400 square feet and includes two claims analyst offices off of the reception room, a large work area, two representative offices and a supply room.

Bill Jones and Mike Coupe' are the Pensacola representatives. Pam Marucci serves as Group Secretary to Mike and has been an employee for 1½ years. Sondra Shively is a new Group Secretary to Bill and is a recent graduate of Florida State University. The other three girls are Claims Analysts — Dot Smith, a five year employee; Breeta Smith, 1½ years; and Wanda Lastinger, 10 months. Bill has been a representative for eight years while Mike is a 2½ year veteran.

15 Years Bill Hubbard



Bill Hubbard celebrated his 15th anniversary with the Plans on June 13. He is Special Assistant, Administration, in the Hospital Relations Department reporting to Mel Snead, Vice President-Hospital Relations.

Bill began his career with the Plans as a Hospital Relations Representative, serving in this position for 13 years until being promoted to his present position two years ago. He is responsible for the preparation and continuous updating of the Blue Cross Inpatient and Outpatient Hospital Manuals, in addition to other administrative duties.

He has served as Secretary-Treasurer of the Northeast Florida Hospital Council for the past 14 years.

A native of Anderson, South Carolina where he graduated from high school, he's been in Florida for 18 years after retiring from the Army as a Major in 1957. He served 20 years and was with the 473rd Infantry Regiment in Italy during World War II and with the 17th Infantry Regiment, 7th Infantry Division in Korea during the Korean conflict. He went back to college and graduated with a B.S. degree in Business Administration from Jacksonville University in 1960.

He and his wife, Mary, have one son, David Larry. In his leisure time, Bill enjoys puttering around in the yard, playing with his antique Ford pickup truck and his two-year-old grandson.



10 Years

Joyce Johnson celebrated her ten year anniversary with the Plans on June 14. She is a Statistical Assistant in the Accounts Receivable Department and reports to Manager Marlene Fowler. She started in this position the first week of May. When Joyce was hired in 1965, she worked in Subscribers Service on various desks and was promoted to Section Leader. She then transferred to the Quality Control Department and from there to H.R.I.C. in the Human Resources Division.

She has lived in Jacksonville all her life and graduated from Ribault High School. She and her husband, Bruce, enjoy camping, traveling, and their dog, Snoopy. In her spare time Joyce keeps busy with arts and crafts and reading.

5 Years

Blue Cross and Medicare A

Paula C. Edwards
Thomas C. Powers
Garrett L. Cannon, Jr.
Margaret White
James D. Bosler
John J. Edmonds
Jan M. Robinson

Direct Accounting
Finance Systems
Underwriting Systems
Finance
Building Management
Methods
Payroll

* * * * *

1 Year

Blue Cross and Medicare A

Rebecca M. Agee
Beulah A. Burke
Ethel V. Curtis
Luis Duarte
Dorothy L. Gault
Richard E. Jeffcote
Vanessa C. Lacy
Sandra Plez
Sandra N. Richards
Joyce E. Woodward
Barbara E. Allen
Linda E. Brown
Harriet A. Holmes
Patricia A. Brown
Michael D. Craft
Celia E. Dykes
Karen H. Edwards
Bernetha Frasier
Donald B. Garrett
James M. Gray
Jennifer V. Green
Patricia G. Homan
Betty S. O'Quinn
Ann E. Perrell
Herc Polychronis
Viola R. Prewitt
Sherrill Quarterman
Marilyn A. Rank
Zahira Santiago
Richard J. Sarno
Leonard R. Sawicki
Kathy C. Smith
Rhodann L. Taylor
Sharon M. Warren
Mark K. Hubbard
Janet E. Adamson
Melissa Richardson
Lillian R. Borowicz
Martha L. Davis
Linda L. Dowling
Debra A. Herrington
Evelyn Y. Holt
David D. Kleba
Janet Lewis
Judy E. Nelson
Nancy R. Pendarvis
Patricia A. Richards
Jacquelyn E. Ward
Suzanne P. Wilson
Debra L. Zuber
Deborah J. Anderson

Word Processing
Subscribers Service
Prod. & Quality Control
Coral Gables
Record Retention
Provider Reimbursement
Lake City
Mail Operations
Provider Reimbursement
Central Microfilm
Hospital Relations
Bank Claims
Bank Claims
Med. A Medical Review
Mail Operations
Subscribers Service
Med. A OCR
Data Recording Training
Stock Room
Employee Relations
EDP Systems
Cashiers
Med. A OCR
Printing
Computer Support
Coral Gables
Subscribers Service
Computer Support
Claims
General Disbursements
Computer Support
Lake City
FEP Supplemental Claims
Personnel
Mail Operations
Bank Claims
Subscribers Service
Fort Lauderdale
Medical Review
Methods
Blue Cross Claims
Records Retention
Computer Support
Group Sales
Subscribers Service
Blue Cross Claims
Med. A Services
Finance Systems
Hearing
Word Processing
Med. A Medical Review

1 Year (continued)

| | |
|----------------------|-------------------------------|
| Sandra E. Clark | Prod. & Quality Control |
| Jack J. Bayuk, Jr. | Computer Operations |
| Deborah R. Carr | Lake City |
| Marilyn J. Davenport | Lake City |
| Mickey R. Hartley | Methods |
| Cathy S. Hickman | Blue Shield Claims Files |
| William E. Jorgensen | Computer Support |
| Joanne Lawson | Major Med. & Ext. Benefits |
| James C. Perrine | Computer Support |
| Glenn E. Speights | EDP Systems |
| Clara M. Strawter | Prescription Drugs & Medicaid |
| Becky F. Turner | Computer Support |
| Gerald A. Williams | Data Recording Training |
| Neil R. Hubbard | Mail Operations |
| Marva L. Tyson | H.R.I.C. |
| Flora E. Briley | General Disbursements |
| Janna L. Hedquist | Prod. & Quality Control |
| Alvin E. Armstrong | Stock Room |

Blue Shield and Medicare B

| | |
|------------------------|--------------------------|
| Susan J. Brown | Med. B |
| Yvonne G. Gibson | Data Recording |
| Constance Jones | Services III |
| Rose M. Williams | Med. B CRT |
| Stephen W. McIntosh | Med. B Credit Adjustment |
| Thomas F. Roney | Claims |
| Lawanna G. Banks | FEP Blue Shield Claims |
| Sharon L. Bell | Med. B Training |
| Gerry J. Lacy | Med. B Files |
| Vanessa D. Williams | Blue Shield Processing |
| Vicki L. Martin | FEP Basic Blue Shield |
| Elisa L. Garcia | Physician Relations |
| Alice E. Addison | Med. B |
| Olivia A. Blue | Med. B |
| Joyce L. Burrows | Med. B Telephone Service |
| Donald R. Carter | BS National Accounts |
| Valeria J. Dexterhouse | BS Comp. Coverage |
| Deborah D. Dixon | Med. B |
| Christina V. Fullwood | Med. B |
| Angela B. Grant | Med. B |
| Sylvia E. Hayes | Med. B |
| Lelia M. Haymans | Med. B |
| Judith D. Hires | Services III |
| Cora Z. Humphreys | Med. B |
| Shirley A. Johnson | Med. B |
| Lorene Jones | Services III |
| Patti R. Jones | CHAMPUS |
| Nancy L. Kingery | Med. B |
| Vicky L. Kinney | Blue Shield Processing |
| Brenda Lanham | Med. B |
| Cindy E. Massey | Med. B |
| Marva G. Newton | CHAMPUS |
| Nellie A. Oliver | Data Recording |
| Shirley J. Riles | Med. B |
| Brenda J. Ross | Med. B |
| Nancy E. Stanley | FEP Basic BS |
| Hal J. Watson | Med. B Files |
| Kathleen J. Whimble | Med. B |
| Joy G. Whitt | Telephone Service |
| Phyllis A. Wilson | BS Comp. Coverage |
| Vivica L. Woods | Med. B |
| Brenda S. Bowman | Med. B |
| Marianne McIntosh | Med. B |
| Thirles B. Anderson | Med. B |
| Cheryl D. Brown | Med. B Files |
| Cheryl A. Horne | Med. B |
| Cheryl D. Robinson | Med. B |
| Alvin W. Evans | Med. B Files |

| | |
|-----------------------|----------------|
| Jacqueline D. Baker | Med. B |
| Catherine A. Blatchly | Med. B |
| Jacquelyn M. Burt | Med. B |
| Gloria B. Cason | Data Recording |
| Diane M. Dwyer | Med. B |
| Pamela R. Goshay | Med. B |
| Vickie D. Hall | Med. B Files |
| Christine A. Hansen | Med. B |
| Colleen Jackson | Med. B |
| Vivki L. Long | Med. B |
| Marcia A. Racine | Med. B |

RON TIPTON WINS FIRST PLACE GOLF TROPHY



Ron Tipton

Ron Tipton, Assistant Manager of Purchasing and Office Services, won a first place trophy for his low net score of 74 in the First Annual Purchasing Management Association of Florida tournament in St. Augustine on April 17.

The tournament was held in conjunction with the PMAF annual meeting which was also attended by Jim Williams, Judy Elster, Cheryl Cumens, and Paul Shupe of our Purchasing Department who are all members of PMAF.

Complimentary Letters

The following letter was sent from a physician's office in Margate, Florida spotlighting **Louise Beckom**, Supervisor of Health Services Data: "I should like to take this opportunity to thank you for all the help you have been giving my staff on insurance problems. It is gratifying to know that we can count on your support on behalf of our patients and on my own personal behalf in these types of matters. Your letter of May 8th was received and we are appreciative of your kind cooperation."

* * * * *

Director of Medicare B Operations, Bill Long received this letter: "As often is the case when dealing with the public, you will most always hear complaints regarding your employees. However, this is not a complaint. My office was most impressed with **Diana Rexroad**. She was most efficient, capable and her pleasant manner is an asset to any office. Diana is to be commended."

* * * * *

An unknown physician's secretary sent the following Thank-U-Gram to **Frances Lunsford**, Physicians' Information Clerk, Blue Shield Communications Center: "Your friendly and pleasant assistance helped make a beautiful day!"

Two Profile Reporters Receive Five Year Trophies



Jane Williams, left, and Jett Folds received trophies in recognition of five years continuous service as reporters on the PROFILE staff, beginning their terms in June, 1970. Jett also holds a plaque received from the Opportunities Industrialization Center, Inc. in appreciation for her work on special projects in helping to hire handicapped and rehabilitated employees.

The "newshound" spotlight this month shines on PROFILE reporters **Jett Folds** and **Jane Williams**. Both received trophies from PROFILE Editor, Carole Utley, at the reporters' monthly meeting signifying five years of continuous service to our employee publication. Similar trophies have been awarded to three other PROFILE reporters — Martha Poplin, Tommie Curry, and Sandi Wilson, who received their trophies in June, 1973.

In 1970 Jett was working in the Personnel Department when she took over these responsibilities while Jane was employed in Medicare B at the Universal Marion Building downtown.

Jett has been an employee for over seven years with Blue Cross and Blue Shield, starting out in the Telephone Information Department. After one year, she was promoted to Employment Interviewer in the Personnel Department and has been responsible for hiring hundreds of employees. She also worked on special projects such as the National Alliance of Businessmen, Handicap and Rehabilitation, and was responsible for hiring all nurses. After her position as Employment Interviewer in Personnel was abolished, she went to the Telephone Information Department and is presently located on first floor, South, and works under Supervisor Evelyn Evans. She received an award for her outstanding services to the Jacksonville Opportunities Industrialization Center, Inc. on May 16 at its Third Annual Business and Industry Day Awards Dinner.

She and her husband were transferred here in 1959 from Atlanta with State Farm. They have one daughter, Paula. Jett enjoys traveling, swimming, gardening and giving parties.

Jane will have seven years with the company this coming October. She has worked in Medicare B Correspondence and Training Departments and was Section Leader of Physician Information and Telephone

BEWARE OF "Health Quackery"

"Health Quackery" means pretending to cure disease or improve health via drugs, devices or treatments that are phony, unproven, sometimes harmful, and often useless or inadequate. It's purpose — to trick people into spending their money.

There are many reasons health quackery is so dangerous. Three of the main reasons are:

- 1) Quackery often delays real help until too late (especially in serious diseases like cancer, diabetes, arthritis, etc.).
- 2) Quackery can cause permanent harm — using x-rays, hormones, "wrinkle removers," etc.
- 3) It robs people of money — up to \$2 billion a year.

Most people fall for quackery because they want to believe there is an easy solution to something that worries them. It may be fear, ignorance, embarrassment or a feeling of hopelessness. But no matter what the reason for going to them, quacks are dangerous.

How can you spot a quack? Generally there are signs that indicate health quackery:

- 1) Someone advertising "just discovered," "special" machine or "secret" formulas. Proven, safe medical discoveries are available to and can be prescribed by all doctors. Be suspicious of something "secret."
- 2) "Guaranteed" easy, quick cures. No honest doctor will guarantee cures for serious or complicated illnesses.
- 3) "Opposition" to standard treatment. Quacks claim they have the one simple cure and often ridicule surgery, drugs and other standard treatment.
- 4) Testimonials — Ethical doctors never use testimonials, advertise "cures" or offer special prices for buying now.

It's up to you to protect yourself against quackery. Watch for tricks that rob people of health, looks, money . . . and life! Remember, quackery causes more unnecessary deaths than all violent crimes put together. Don't become a victim.

If you have any questions about someone treating you, contact your local Medical Society.

Services. Her present title is Section Leader of Congressionals, and she is located on the 18th floor in Medicare B Congressionals under Supervisor Sharon Dobbs.

Jane is a long way from her birthplace, Montreal, Canada, and is a graduate of Dupont High School in Jacksonville. She is married to Herschell, has a son, Jimmy, and enjoys bike riding and needlepoint in her spare time.



Bjarne Nielsen



Steve Welk



Doris Viney

ASSISTANT MANAGER PROMOTIONS ANNOUNCED IN METHODS DEPARTMENT

The promotions of **Bjarne Nielson** and **Stephen Welk** to Assistant Managers are announced by Bob Batie, Director of the Methods Department. Both Assistant Manager positions are newly-created, and increase the managerial staff of the Methods department from one to a total of three Assistant Managers reporting directly to Bob Batie. The new positions are a result of reorganizational changes within the Methods Department which were brought about in the interests of meeting the increasing demands of the departmental workload, and at the same time, effecting a functional alignment of the Methods staff with the new corporate organization recently announced.

Bjarne's new duties include responsibilities for Methods activities in all Claims departments of the company. Steve is assuming responsibility for Special Projects, EDP Studies, Forms and Microfilm. Ed Keiser, who is already an Assistant Manager, is now in charge of activities in Field Service, Subscribers Service, Physician Affairs and Hospital Relations. The new responsibilities of the three men reflect Methods' involvement in the total corporate picture as it is currently depicted.

Bjarne joined the company in August, 1972 as a Methods Analyst. In March, 1973 he was promoted to Senior Methods Analyst and has served in this capacity until his promotion to Assistant Manager.

Bjarne is from Aarhus, Denmark, and he left his native country early in his high school career to live in Roselle, New Jersey, where he graduated from Abraham Clark High School. He earned a Bachelor of Arts Degree in Industrial Psychology at Grinnell College in Grinnell, Iowa. Bjarne has also studied at St. Mary's University in San Antonio, Texas, and is currently pursuing an MBA Degree at the University of North Florida.

He served for nine years in the United States Air Force in various positions, including Intelligence Officer, and attained the rank of Captain. Previous business background includes Management Consulting and Manager, Manual Systems with Pearlwick, a manufacturing firm in New Jersey.

In his spare time, Bjarne enjoys a variety of interests and activities, including fishing, boating, bridge and poker. He also likes sports in general and is a member of the Methods Intramural Softball team. He is married to Peggy, and they have two children, Jeff and Kirsten.

Steve began his employment with the company in April, 1973 as a Methods Analyst. In November, 1974,

he was promoted to Senior Methods Analyst, and retained this position until his promotion to Assistant Manager.

A native of Milwaukee, Wisconsin, Steve graduated from the University School of Milwaukee. He holds a Bachelor of Science degree in Economics, conferred by the University of Wisconsin. He spent two years in graduate studies at Simon Fraser University in Vancouver, British Columbia, where he also served on the teaching staff as an instructor in Economics.

A qualified Applicator in Methods Time Measurement (MTM), Steve is a member of the MTM Association and National Microfilm Association (NMA). Steve acquired three years of working experience with Employers' Insurance of Wausau in Wausau, Wisconsin, prior to his employment with the Plans. Positions held with Wausau were Junior Systems and Programming Analyst and Management Science Analyst.

Steve's major hobby is photography, and last year he won a second-place ribbon for his entry in the Arts and Crafts Show. He and his wife, Carol, share a common interest in plants, especially ferns, of which Steve says there are about 130 scattered around their home. He is also currently active in the organization of a group called the Gavel Club, whose members will learn how to improve their public speaking ability.



DORIS VINEY PROMOTED TO MEDICARE B SUPERVISOR

The promotion of Doris Viney to Supervisor of Medicare B Claims was announced by Bill Johns, Medicare B Claims Manager, effective May 5.

Doris has been an employee since January, 1967 and was a Section Leader in the Medicare B Post Payment Audit Department before her promotion. She was previously an Operating Room Nurse at Brewster Hospital in Jacksonville (now Methodist Hospital).

She has three children, Warren, Arnold and Doris Faye, and is a Member of the Mt. Ararat Baptist Church. In her leisure time, she enjoys reading and deep sea fishing.

Doris is a native of Jacksonville and a graduate of Stanton Senior High School.



Glenda Edmunds



Ida Gazaleh



Elaine Bobek

Section Leader Promotions

Irma Rucker was promoted from Claims Correspondence Evaluator to Section Leader in Mail Operations. She has been employed with the Plans since September, 1968 and reports to Henry Zittrower, Supervisor.

She is a native of Jacksonville and a 1965 graduate of New Stanton High School. She is married to Paul and they have one son, Paul Edward, Jr. Her hobby is cooking.

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Nona Braud was promoted to Section Leader in the Word Processing Center, effective April 7 and reports to Supervisor Nadine Grooms. Nona has been an employee since October, 1971 and was previously a Medicare B Correspondence Transcriber for three years. She was a Senior Transcriber prior to her promotion. She is a native of Quitman, Georgia and a graduate of Paxon Senior High School. She attended Massey Business College for two years and was trained as an IBM Executive Secretary. She has a five-year-old daughter, Shoanna, and enjoys music and reading in her spare time.

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Mamie Henderson was promoted to Section Leader in the Word Processing Center and reports to Supervisor Connie Wisor. She was formerly a Senior Transcriber and has been employed here since January, 1969. Past experience includes operation of the Flexowriter and MTST machines and a Transcriber for two years before she left the company in 1971 to join her husband in the Air Force. Mamie was rehired in October, 1972 as a Transcriber.

She is a native of Thomasville, Georgia where she graduated from Douglas High School. She attended Lincoln Business College for 1½ years and was trained as an IBM and Key punch Operator. She is married to Robert, and they have one son, Robert, Jr. In her leisure time, Mamie enjoys sewing, reading, dancing and drawing.

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Karen Dillahunt was promoted from Control Clerk in Inter-Plan Bank to Section Leader of the Edit Section and Central Typing, effective April 21. Karen was employed in September, 1974 and worked as a Clerk

Typist until her promotion to Control Clerk three months later.

She is a native of Chicago where she graduated from St. Stanislaus Kosta High School. She is married to David and enjoys painting and sewing in her leisure time.

THREE PROMOTIONS ANNOUNCED IN ACTUARIAL AND UNDERWRITING DEPARTMENT

Wilbur Gay, Director of Actuarial and Underwriting, has announced three promotions in his department: **Glenda Edmunds** from Statistician to Rating Analyst; **Ida Gazaleh** from Statistical Clerk to Rating Examiner; and **Elaine Bobek** from Rating Examiner to Statistician.

Glenda worked in the FCIA Department from July, 1968 until March last year where she progressed from a Key punch Operator to Section Leader and to Secretary and Administrative Assistant to Bob Fetzer, Vice President of Operations for FCIA.

She is a native of Sylacauga, Alabama and graduated from high school there. She and her husband, Jeff, have an eight-year-old son, Jeff, Jr., and a two-year-old daughter, Kelly. Glenda was previously a PROFILE reporter at the Myra Street office before moving to the Riverside complex, and is interested in bowling and sewing in her spare time.

Ida was employed in June, 1969 as a Key punch Operator. In 1971 she was promoted to Data Coordinator in Quality Control where she worked until February of last year when she joined the Actuarial and Underwriting Department.

She is a native of Corpus Christi, Texas and graduated from Lee High School. She participates in the Employees Club women's bowling and softball leagues and enjoys tennis and ballet.

Elaine joined the Plans in February, 1972 as an OCR Typist and in 1973 was promoted to the Actuarial and Underwriting Department.

She comes from South Plainfield, New Jersey and was graduated from Forrest High School. She attended St. Johns River Jr. College in Palatka for two years and is currently working towards a degree in General Business from Florida Junior College. She has a daughter, Denise, 7, and enjoys sewing and needlework.



Certificates of Qualification have just been presented by President Herbert. From left are Kenneth Fodor, Steve Bywater, Kathyln Wilkerson, Mr. Herbert, and Tom Johnson.

Marketing Division Announces Four Staff Additions

The Marketing Division has announced **Steven Bywater** as a new Marketing Coordinator for National Accounts, **Kathyln Wilkerson** as a Small Group Sales and Service Representative in West Palm Beach, **Thomas L. Johnson** as a new Group Sales Representative in Lakeland, and **Kenneth Fodor**, as a new Small Group Sales and Service Representative in Tampa.

Steven was employed on February 10, and was born in New Orleans. He just completed four years of college at Jacksonville University graduating with a B.S. degree in Marketing. He will be working in our Jacksonville office reporting to National Accounts Manager Bob Broadbent. He is planning to be married in July to Debbie, and his hobbies are golf, tennis and baseball.

Kathyln was employed on April 21, and was born in Indianapolis, Indiana. She was a school teacher for 5½ years at the Metropolitan School District of Pike Township. She completed four years of college at Ball State University in Muncie, Indiana where she received her B.S. in Business Education. She received her M.S. in Education at Butler University in Indianapolis. Kathy-

lyn will be working in the West Palm Beach office, reporting to Ron Dorr, Branch Manager. She is married to Barry and enjoys sewing and skiing as her hobbies.

Tom was employed on February 3. He is a native of Brunswick, Georgia and was previously employed by Sears in Lakeland for five years. He has completed four years of college at the University of South Florida in Tampa and is married to Sonja. Tom will be working in the Lakeland office reporting to Larry Bartlett, Branch Manager. Tom enjoys water sports, hunting, and softball.

Kenneth was employed on February 12. He was born in Bridgeport, Connecticut and was previously employed by the Connecticut Plans for four years. He has completed four years of College in Connecticut and has received a B.A. degree. Ken will also be working for Larry Bartlett and will be based in the Tampa office. He and his wife, Anita, have three children. His hobbies include water sports, fishing and hunting. When he was in the service, he was with a pistol team for the United States Coast Guard.



Pictured are ten Safety Captains practicing a first aid skill they have just learned.

SAFETY CAPTAINS LEARN FIRST AID TO HELP YOU

The Training and Development Department began an eight-hour Standard First Aid Skills Class on May 6 for Safety Captains. Ten were enrolled in this first class which was divided into four units, approximately two hours long.

The purpose of the training is to teach knowledge and skills that are needed for emergency care of the injured until a physician arrives, and to create an active interest in the prevention of accidents through the elimination of their causes.

Patricia McCall is teaching this course which is based on the content of the American National Red Cross ten-hour Standard First Aid Course. Billy Alsobrook, our Safety and Security Chief, has endorsed this course for all Safety Captains and for other supervisory personnel in the future.

Pictured above are ten employees who enrolled in the first class: Jackie Baxter, 17 South; Terry Cole, 18 South; Shirley Edlin, 13 South; Kathleen Waldron, Riverside Receptionist; Sarah Lingerfelt, 15 South; Jane Williams, 18 South; Judy Hyman, 14 South; Gloria Herring, 5 South; Christine Gray, 6 South; and Mary Symington, 11 South. Mr. Alsobrook reminds employees that these people can be helpful on their floors if an emergency occurs when first aid is needed before a nurse arrives.

Health Care Protection Available to Newlyweds

Wedding plans in the near future? Florida's Blue Cross and Blue Shield Plans encourage prospective brides and bridegrooms to be sure they have adequate health care coverage.

If you are over 19, have a one person contract and are planning to marry, you should consider converting to the Florida Plans' family contract. A family contract will provide coverage for you and your spouse, maternity benefits 270 days after effective date of family contract and coverage for children from the moment of birth. In addition, your contract premiums won't increase just because the size of your family does.

A change from a one-person contract to a family contract may be made within 60 days of the wedding date with no lapse in coverage. If you convert your coverage within this time, you won't have to file a medical questionnaire.

When dependent children (under age 19) marry, coverage under a parent's family contract will stop at the date of marriage. If the Florida Plans are notified within 30 days of the marriage date, the newlyweds will be offered

their own contract with no lapse in coverage. Newlyweds who have been covered under a parent's family contract will not have to file a medical questionnaire if they apply for their own family contract within 30 days of the marriage date.

A newly married student enrolled under a one-person student contract also needs to change to a family contract in order to have his spouse covered and to get maternity benefits. A student has 60 days after the wedding date to change the contract with no lapse in coverage and without filing a medical questionnaire.

If the bride and groom do not already have coverage or are not satisfied with their present policies, they should consider the Blue Cross and Blue Shield Plans' basic contracts. A basic hospital contract will pay most routine hospital costs and a basic surgical or medical policy will pay all or part of the doctor's charges during illnesses which require hospitalization.

Further information and applications for newlywed coverage are available from your local Blue Cross and Blue Shield office.

SCHOOL'S OUT



LOOK OUT

Safety is a family affair.



**GOVERNOR'S
HIGHWAY SAFETY
COMMISSION**

Florida Department of Administration